

ORDER



Orders
Order / Rev: 704715
Alt Order #: 06264542
Product Desc: ROMNEY RNC
Estimate: 19
Flight Dates: 08/08/12 - 08/14/12
Original Date / Rev: 08/06/12 / 08/09/12
Order Type: Political

Primary AE: Aaron Ashe
Sales Office: T-WAS
Sales Region: NAT

Agency
Name: American Rambler Productions/ POL
Buying Contact: Stephanie Kincaid
Billing Contact:
 138 Conant Street
 Beverly, MA 01915

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Romney, M/ RNC
Demographic: A35+
Product Codes: PL-Presidential
Priority: P-3
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/14/12	70	\$59,060.00	\$50,201.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	70	\$59,060.00	\$50,201.00	0.00
Totals	70	\$59,060.00	\$50,201.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WTSP	08/13/12	08/14/12	Price Is Right Price Is Right	CM	11a-12p	MT-----	:30	2	\$975.00	P-3	0.00	NM	2	\$1,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	08/13/12	08/19/12	MT-----		2			\$975.00			0.00			
2	WTSP	08/08/12	08/10/12	Price Is Right Price Is Right	CM	11a-12p	--WTF--	:30	2	\$975.00	P-3	0.00	NM	2	\$1,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	08/06/12	08/12/12	--WTF--		2			\$975.00			0.00			
3	WTSP	08/13/12	08/14/12	M-F 12-1230p 10 News @ Noon	CM	12-1230p	MT-----	:30	4	\$875.00	P-3	0.00	NM	4	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	08/13/12	08/19/12	MT-----		4			\$875.00			0.00			
4	WTSP	08/08/12	08/10/12	M-F 12-1230p 10 News @ Noon	CM	12-1230p	--WTF--	:30	6	\$875.00	P-3	0.00	NM	6	\$5,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	08/06/12	08/12/12	--WTF--		6			\$875.00			0.00			
5	WTSP	08/13/12	08/14/12	M-F 2-3p The Talk	CM	2-3p	MT-----	:30	2	\$700.00	P-3	0.00	NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	08/13/12	08/19/12	MT-----		2			\$700.00			0.00			
6	WTSP	08/08/12	08/10/12	M-F 2-3p The Talk	CM	2-3p	--WTF--	:30	3	\$700.00	P-3	0.00	NM	3	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	08/06/12	08/12/12	--WTF--		3			\$700.00			0.00			

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Alt Order #: 06264542
Flight Dates: 08/08/12 - 08/14/12

Advertiser: Romney, M/ RNC
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WTSP-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
7	WTSP	08/08/12	08/10/12	M-F 3-4p Let's Make a Deal	CM	3-4p	--WTF--	:30	3	\$700.00	P-3	0.00	NM	3	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	--WTF--		3				\$700.00		0.00			
8	WTSP	08/13/12	08/14/12	M-F 3-4p Let's Make a Deal	CM	3-4p	MT-----	:30	2	\$700.00	P-3	0.00	NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	MT-----		2				\$700.00		0.00			
9	WTSP	08/08/12	08/10/12	M-F 4-5p Dr. Phil	CM	4-5p	--WTF--	:30	3	\$700.00	P-3	0.00	NM	3	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	--WTF--		3				\$700.00		0.00			
10	WTSP	08/13/12	08/14/12	M-F 4-5p Dr. Phil	CM	4-5p	MT-----	:30	2	\$700.00	P-3	0.00	NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	MT-----		2				\$700.00		0.00			
11	WTSP	08/08/12	08/10/12	M-F 5-530p 5-530p 10 News	CM	5-530p	--WTF--	:30	2	\$600.00	P-3	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	--WTF--		2				\$600.00		0.00			
12	WTSP	08/13/12	08/14/12	M-F 5-530p 5-530p 10 News	CM	5-530p	MT-----	:30	2	\$600.00	P-3	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	MT-----		2				\$600.00		0.00			
13	WTSP	08/13/12	08/14/12	M-F 530-6p 10 News at 530p	CM	530-6p	MT-----	:30	4	\$600.00	P-3	0.00	NM	4	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	MT-----		4				\$600.00		0.00			
14	WTSP	08/08/12	08/10/12	M-F 530-6p 10 News at 530p	CM	530-6p	--WTF--	:30	3	\$600.00	P-3	0.00	NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	--WTF--		3				\$600.00		0.00			
15	WTSP	08/13/12	08/14/12	M-F 6-630p 6-630p 10 News	CM	6-630p	MT-----	:30	3	\$675.00	P-3	0.00	NM	3	\$2,025.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	MT-----		3				\$675.00		0.00			
16	WTSP	08/08/12	08/10/12	M-F 6-630p 6-630p 10 News	CM	6-630p	--WTF--	:30	3	\$675.00	P-3	0.00	NM	3	\$2,025.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	--WTF--		3				\$675.00		0.00			
17	WTSP	08/13/12	08/14/12	7-730p Inside Edition	CM	7-730p	MT-----	:30	2	\$900.00	P-3	0.00	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	MT-----		2				\$900.00		0.00			
18	WTSP	08/08/12	08/10/12	7-730p Inside Edition	CM	7-730p	--WTF--	:30	3	\$900.00	P-3	0.00	NM	3	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	--WTF--		3				\$900.00		0.00			
19	WTSP	08/13/12	08/14/12	730-8p Millionaire	CM	730-8p	MT-----	:30	2	\$900.00	P-3	0.00	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	MT-----		2				\$900.00		0.00			
20	WTSP	08/08/12	08/10/12	730-8p Millionaire	CM	730-8p	--WTF--	:30	3	\$900.00	P-3	0.00	NM	3	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	--WTF--		3				\$900.00		0.00			
21	WTSP	08/13/12	08/14/12	LN (M-F) LN (M-F)	CM	M-F 11-1135p	MT-----	:30	2	\$1,800.00	P-3	0.00	NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

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WTSP-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
21	WTSP	08/13/12	08/14/12	LN (M-F) LN (M-F)	CM	M-F 11-1135p MT-----	:30	2	\$1,800.00	P-3	0.00	NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	08/13/12	08/19/12	MT-----		2			\$1,800.00		0.00			
22	WTSP	08/08/12	08/10/12	LN (M-F) LN (M-F)	CM	M-F 11-1135p --WTF--	:30	2	\$1,800.00	P-3	0.00	NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	08/06/12	08/12/12	--WTF--		2			\$1,800.00		0.00			
23	WTSP	08/13/12	08/14/12	Letterman Late Night with David Letterman	CM	1135p-1237a MT-----	:30	2	\$850.00	P-3	0.00	NM	2	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	08/13/12	08/19/12	MT-----		2			\$850.00		0.00			
24	WTSP	08/08/12	08/10/12	Letterman Late Night with David Letterman	CM	1135p-1237a --WTF--	:30	2	\$850.00	P-3	0.00	NM	2	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	08/06/12	08/12/12	--WTF--		2			\$850.00		0.00			
25	WTSP	08/11/12	08/11/12	Sat 6-8a 10 News, 6am Saturday	CM	Sat 6-8a -----S-	:30	1	\$120.00	P-3	0.00	NM	1	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	08/06/12	08/12/12	-----S-		1			\$120.00		0.00			
26	WTSP	08/11/12	08/11/12	Sat 8-10a CBS This Morning Saturday	CM	Sat 8-10a -----S-	:30	1	\$240.00	P-3	0.00	NM	1	\$240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	08/06/12	08/12/12	-----S-		1			\$240.00		0.00			
27	WTSP	08/11/12	08/11/12	LN (Sa) Late News (Sa)	CM	Sa 11-1135p -----S-	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	08/06/12	08/12/12	-----S-		1			\$1,200.00		0.00			
28	WTSP	08/12/12	08/12/12	CBS Sunday Morning CBS Sunday Morning	CM	Sun 9-1030a -----S	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	08/06/12	08/12/12	-----S		1			\$1,200.00		0.00			
29	WTSP	08/12/12	08/12/12	Face the Nation Face the Nation	CM	Sun 1030-1130a -----S	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	08/06/12	08/12/12	-----S		1			\$1,200.00		0.00			
30	WTSP	08/12/12	08/12/12	LN (Su) Late News (Su)	CM	Su 11-1135p -----S	:30	1	\$1,700.00	P-3	0.00	NM	1	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	08/06/12	08/12/12	-----S		1			\$1,700.00		0.00			
Totals													70	\$59,060.00